

**ABSTRACT OF THE DISCLOSURE**

A system for and method of generating an URL hyperlink address string including an URL hyperlink address to a web page location having at least one coupon content related to a video or audio or video program material and text identifying the at least one coupon related to the program an attribute for user-activated or automatic hyperlink activation to activate and activating an URL hyperlink to the web page location during the playing of associated program material having the at least one coupon related to the program comprises a data entering device for entering the hyperlink address and hyperlink activation data URL to the web page having the at least one coupon related to the program, and a generator for generating the URL hyperlink address string including the hyperlink address to the location and the attribute for the user-activated or automatic hyperlink activation URL to the web page having the at least one coupon related to the program and the text identifying the at least one coupon related to the program, and a program signal transmitter for transmitting the URL string to a program signal receiver, the program signal receiver for receiving the URL string, a display device for displaying the text identifying the at least one coupon related to the program, an activator for activating the URL hyperlink to the web page having the at least one coupon related to the program and, optionally, a printer for printing the at least one coupon related to the program from the web page.